



CIVILIANS WORKING FOR NATIONAL DEFENSE

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Career Opportunities A to Z With DoD

**Recruitment Assistance Division
Mark S. Smith**



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Only **1** Employer Can Offer

- **750 Different Occupations**
- **6,000 Locations**
- **146 Countries**

With nearly 750,000 employees, DoD is the Nation's Oldest and Largest Federal Employer



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Defense Applicant Assistance Office

Our Objective

To lead a campaign encouraging job
seekers to select a civilian career with the
Department of Defense



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Program Elements

- **Marketing “DoD as Employer of Choice”**
- **Recruitment on Campus (ROC)**
- **Applicant/Candidate Assistance**
- **Interactive Web Information and Assistance**



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Marketing

“DoD as Employer of Choice”

- **Develop TARGETED recruiting campaign highlighting**
 - **Hispanic candidates**
 - **Person’s with Disabilities**
 - **African Americans**
 - **Asian Pacific Islanders**
 - **Native Americans**
- **Direct recruiting efforts using all levels of experience from entry level to interns to SES**
- **DoD Recruiters Consortium**



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Marketing (2)

“DoD as Employer of Choice”

- **Student Training and Academic Recruiting (STAR) program**
 - Utilizing the Student Training Experience Program (STEP)
 - 5 Schools to start
 - 2 Hispanic, 1 HBCU and 2 Public universities
 - Targeting Science, Engineers and Languages
- **Students hired to market and promote DoD on their campus as the employer of choice**
- **Central point of contact for all DoD recruiters**



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Marketing (3)

“DoD as Employer of Choice”

- **Planning first ever DoD “only” Job fair**
- **Targeting Hispanic Science and Engineering students**
 - **Pilot Program**
 - **Scheduled for early October at the University of Puerto Rico Mayaguez and Polytech University**
 - **Targeting Sciences and Engineering**
 - **Planning another one in the states next**



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Marketing (4)

“DoD as Employer of Choice”

- **Advertising in more diverse magazines**
- **Targeting Science and Engineers**

LATINA *Style*

Vol. 10, No. 5, 2004
\$2.95

A National Magazine for the Contemporary Hispanic Woman



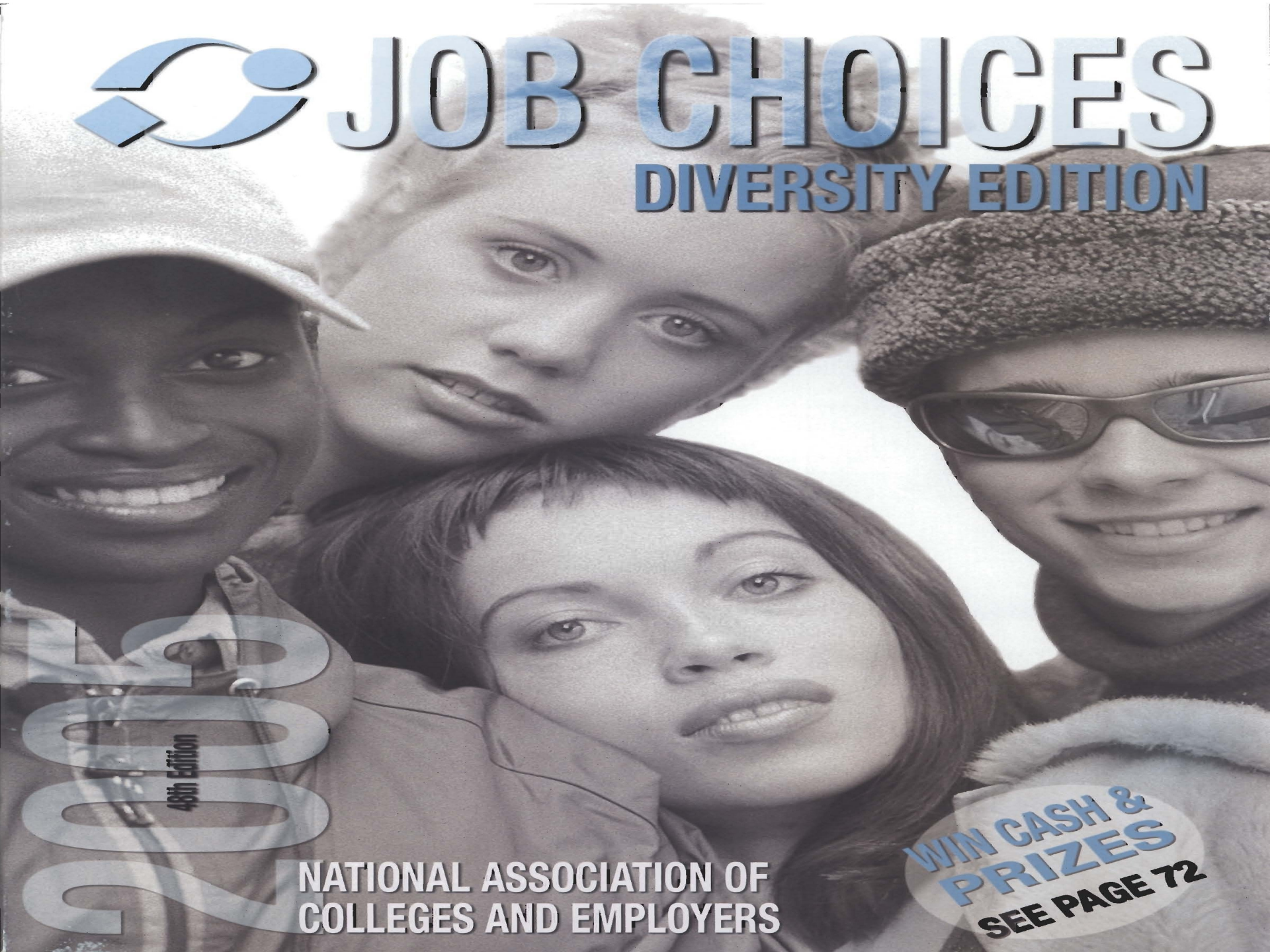
Courage, Service, Commitment
Latinas in the Military Academies





JOB CHOICES

DIVERSITY EDITION



48th Edition

NATIONAL ASSOCIATION OF
COLLEGES AND EMPLOYERS

WIN CASH &
PRIZES
SEE PAGE 72

MARCH/APRIL 2005 • \$5.00

NSBE
NATIONAL SOCIETY of BLACK ENGINEERS

**31st
ANNUAL
NATIONAL
CONVENTION
ISSUE**

**EMPOWERING
THE WORLD...
ONE ENGINEER
AT A TIME**

SPECIAL CONVENTION SECTION INSIDE

SWE

SUMMER 2005

ALSO IN THIS ISSUE:
2004 Literature Review
America's Water Crisis
SWE Scrapbook

ASPIRE • ADVANCE • ACHIEVE

MAGAZINE OF THE SOCIETY OF WOMEN ENGINEERS

2004-05

Yearbook of People, Programs & Events

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SCK 120



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Recruitment on Campus (ROC)

- **Military Officers and Senior Executive Service members will visit their alma maters**
 - **Provide information on Department of Defense career opportunities**
 - **Targeting Hispanic and African American SES and Flag Officers**
 - **Market DoD to students and career services offices**



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Applicant Assistance

- **LIVE PERSONAL ASSISTANCE** via telephone and email
- **Assist with questions, applications, forms and status of**
application, and explain DoD job terminology
- **Provide information about DoD vacancies, occupations, and missions on our website**
- **Provide a connection between job seekers & recruiters**



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Interactive Web Information And Assistance

- www.goDefense.com
- **Talk with a live person or get an immediate email response to your questions**

TTY 703-696-5436 or 1-888-DoD-4USA

daao@cpms.osd.mil



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Summary

- **DoD-wide marketing campaign to encourage individuals to chose DoD as their employer of choice**
- **Recruiting on Campus (ROC) Initiative**
- **The Defense Applicant Assistance Office is available to assist you in your search for a DoD career**



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DoD: The “Employer of Choice”



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